

REMARKS

New claims 18-77 have been added with this Preliminary Amendment. Many of the newly added claims are broader than the previously issued claims. Support for all claims is found in the disclosure, and support for claims may exist in other parts in the specification in addition to those specified by the Applicants below.

Applicants claimed less than they had the right to claim in prosecution of this patent application. Specifically, limitations such as “storing advertisements in a data base on a first server, said web pages having HTML references to said first server, maintaining a data base of information on viewers” in claim 6 and “storing advertisements on a first server, said web pages having HTML references to said first server, storing a data base of information on viewers and on the web sites that have been accessed by particular browsers” in claim 13 unduly limit the scope of protectable subject matter.

New claims 18-77 have been added by way of this Preliminary Amendment in order to claim additional material that was disclosed but not claimed in the originally issued patent. Support for claims 18-77 may be found in the text at least at Figures 2A and 2B and from column 1, line 67 to column 19 line 49 in the text.

Application No.: Not Yet Assigned

Docket No.: B2745.0028/P0028

Pursuant to 37 C.F.R. § 1.178(b), U.S. Patent No. 6,285,987 was the Senior Party in Patent Interference No. 104,443. The outcome of the interference was that the Junior Party was not entitled to a patent including count 1, and priority was awarded against the Junior Party.

If the Examiner believes an interview would be of assistance, the Examiner is welcome to contact the undersigned at the number listed below.

Dated: September 4, 2003

Respectfully submitted,

By

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Attachments

I hereby certify that this correspondence is being deposited with the U.S. Postal Service as Express Mail, Airbill No. EV 059558616 US, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: September 4, 2003_

Signature: _____

(Ian R. Blum)